LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad# 330-B1-"CLOVER1"-Req# M-93292-Page-4/C-Bleed-(8 3/4" X 11 1/2") National Magazines, 1987
Printed in U.S.A.
(F04)

PLAYERS LIGHTS 25's
5 free per pack!
'I'm in the clover!'
50 free per carton!
PLAYERS
Select Blend Kings
Lights
25's
Kings & 100's
Regular and Menthol
Mfr's. suggested pricing based on full-price brands
Kings: 10 mg "tar," 0.8 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/myfp0003